



## BRAND GUIDE 2021

BY MARGARET MORGAN

# TONE

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Colorful/Bright  
Joyful  
Clean/Crisp  
Story-focused  
Human-centered  
Light humor/kid jokes

# TYPOGRAPHY

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## HEADERS:

### SHACKLETON

Headers using Shackleton should be in uppercase letters.

## SUB HEADERS:

### FUTURA SPACED

When spacing Futura, maximum leading width should be 200px.

## Text:

Futura light  
**Futura Medium**  
**Futura Bold**

## LOGO:

### CHARCUTERIE

This typeface should only be used for logo.

# COLOR PROFILES

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R:69    C:73%  
G:103    M:38%  
B:50    Y:98%  
          K:28%



R:224    C:11%  
G:153    M:44%  
B:46    Y:97%  
          K:0%



R:217    C:11%  
G:113    M:67%  
B:69    Y:81%  
          K:1%



R:94    C:44%  
G:60    M:65%  
B:8    Y:100%  
          K:49%



R:138    C:37%  
G:98    M:56%  
B:46    Y:93%  
          K:23%

# LOGO

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Can be found in the All Staff Dropbox folder.  
Use transparent background when possible.



# BADGE EXAMPLES

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Design emblems for various other projects, including t-shirts, stickers, yard signs, etc. These projects should be cohesive with our branding. Special projects ie Victory Garden Revival should still tie in to Mountain Roots.

